



MEDIA RELEASE
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It's time to get back on the bicycle

Senior Victorians are being encouraged to get back on the bike and join the free **Over 50s Riding Program** to help maintain their mobility, independence and improve their quality of life.

Bicycle Victoria's **Over 50s Riding Program** is proudly promoting the Victoria Government's 'Go for your life' initiative and has now established over 20 groups in regional and rural areas – with a focus on participants from diverse backgrounds.

Program Coordinator, Olivia Henriksen from Bicycle Victoria said the aim was to create fun, active and social cycling groups.

“The Over 50s Riding Program is about encouraging seniors who haven't considered bike riding as an activity, or haven't been on a bike for a few years, to get involved and give it a try,” Ms Henriksen said.

“We know physical activity improves general health and well-being in seniors, including the prevention of type 2 diabetes and the protection against loss of mental function.

Bike riding improves cardiovascular fitness, joint health, increases muscle and bone strength and flexibility and also reduces body fat,” she said.

Rides are organised by local volunteers who are qualified Bicycle Victoria Ride Leaders in various areas in Melbourne and across Victoria.

Ride Leaders organise rides of different distance and difficulty and nominate a day, time and place for the group to meet.

Harry Barber, Chief Executive Officer of Bicycle Victoria said bike riding was a great activity for seniors to get involved in and an easy way to build strength and fitness.

Mr Barber said, “This program is giving seniors motivation, skills, confidence and a social network to assist them in making bike riding part of their everyday life.”

To register:

1. Visit www.bv.com.au/over50s
2. Choose a weekly ride to participate in
3. Contact the ride leader directly to obtain final ride details

Alternatively, contact Rider Services at Bicycle Victoria on (03) 8636 8888.

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